



We'll give
you this
prized
memento*
as a gift...

*Genuine John F. Kennedy half dollar
in a silver plated spinner, attached to
a chrome plated key ring and chain.

when you
send for
this most
prized credit
credential



DINERS CLUB



George T. Worthington

AUTHORIZED SIGNATURE

EXPIRES END OF

DC 1234 5678 9 NOV 66

GEORGE T WORTHINGTON

NOT TRANSFERABLE SEE REVERSE SIDE

DINERS CLUB

Circle, New York, N.Y. 10019

privileges of membership in one of the world's most unique
you will never have to risk carrying large sums of cash again.

any of the 50 states, or in 109 foreign countries, you needn't
transportation. Why? Because no other world-wide credit card is

chain will honor no other world-wide credit card. You can
Holiday Inns, Quality Courts, Ramada Inns, Schine and Loew
gan, Marriott, Knott, Pick, Hotel Corp. of America, Dinkler,
nns, Travelodge, Intercontinental, Manger Hotels and Motor
thousands of other well known, world-wide hotels, motels

(on all major national and most international airlines):

Eastern, National, Delta, Braniff, Air Canada, Trans Carib-
Air India, Japan Air Lines, Northwest Orient, Air France,
co, SAS, Sabena, Iberia, Lufthansa, Northeast, Western, Con-
ny, Frontier—plus many, many more of the top international,
airlines, and most air taxi and helicopter services. You'll be
monthly statement, or use our convenient Time-Payment Plan
p to 24 months to pay.

and Ford Company auto leasing programs. You can also rent
and almost every nationwide or local agency.

ons throughout the United States and Canada:

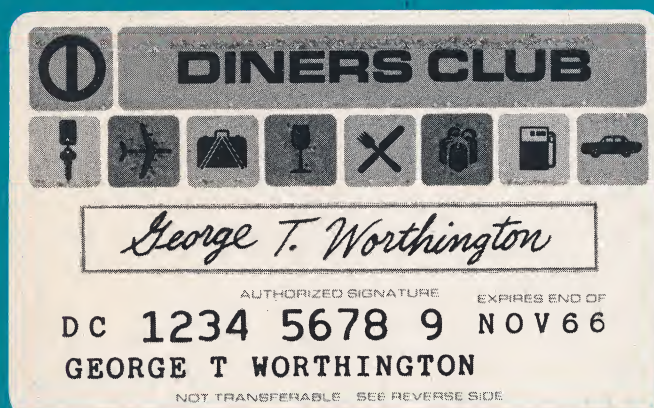
e Oil, Phillips, Pennzoil, and many others. And accepted in as
restaurants, night clubs, shops and liquor stores (where state

ted at the nationwide Doubleday Book Stores, and by the
over 11,000 member florists throughout the world, and the
y. You can charge any Grace Line, American President Line
tours through your favorite travel agent—and take up to

Sullivan, the world's largest ticket broker. You don't put down
s with one check.

(over)

when you
send for
this most
prized credit
credential





DINERS CLUB

10 Columbus Circle, New York, N.Y. 10019

From the office of the President:

You are cordially invited to enjoy the privileges of membership in one of the world's most unique organizations. As a member of Diners Club, you will never have to risk carrying large sums of cash again.

Even if you are a "stranger in town" in any of the 50 states, or in 109 foreign countries, you needn't worry about a place to stay, about meals or transportation. Why? Because no other world-wide credit card is accepted in as many fine hotels and motels:

The giant Sheraton Hotel chain will honor no other world-wide credit card. You can also charge your stay at Holiday Inns, Quality Courts, Ramada Inns, Schine and Loew Hotels—all Western, Corrigan, Marriott, Knott, Pick, Hotel Corp. of America, Dinkler, Del Webb, Downtowner Inns, Travelodge, Intercontinental, Manger Hotels and Motor Inns—and thousands and thousands of other well known, world-wide hotels, motels and resorts.

And accepted on as many domestic flights (on all major national and most international airlines):

TWA, United, American, Eastern, National, Delta, Braniff, Air Canada, Trans Caribbean—as well as BOAC, Air India, Japan Air Lines, Northwest Orient, Air France, Varig, Aeronaves de Mexico, SAS, Sabena, Iberia, Lufthansa, Northeast, Western, Continental, Bonanza, Allegheny, Frontier—plus many, many more of the top international, transcontinental and trunk airlines, and most air taxi and helicopter services. You'll be charged on your regular monthly statement, or use our convenient Time-Payment Plan on many airlines, *taking up to 24 months to pay.*

And accepted by the giant Chrysler Corp. and Ford Company auto leasing programs. You can also rent a car through Hertz, Avis, Budget-Rent-A-Car and almost every nationwide or local agency.

And accepted by over 43,000 gasoline stations throughout the United States and Canada:

Sunoco, Citgo, Union, Pure Oil, Phillips, Pennzoil, and many others. And accepted in as many thousands of leading restaurants, night clubs, shops and liquor stores (where state law permits).

It's the *only* world-wide credit card accepted at the nationwide Doubleday Book Stores, and by the FTD (Florists' Telegraph Delivery) service, with over 11,000 member florists throughout the world, and the *only* credit card honored in the steamship industry. You can charge any Grace Line, American President Line or Moore-McCormack cruise—and thousands of tours through your favorite travel agent—and take up to 24 months to pay.

You can even charge theater tickets at Tyson-Sullivan, the world's largest ticket broker. You don't put down a deposit for any purchase—and you pay all bills with one check.

(over)

In addition, as a Diners Club member your personal check will be honored for the purchase of Cook's Travelers Cheques at nearly 500 world-wide offices of Thos. Cook & Son and Diners Club. (*The lowest cost and most widely recognized travelers cheques.*)

Plus Travel-Accident Insurance for yourself and family, with a limit as high as \$198,000 per person. And the biggest Executive Mail Order Gift Program in the United States. And a monthly magazine of travel, entertainment, humor, sports and fiction by some of the best known writers of our time.

Remember, too—Diners Club receipts are accurate, documented records of travel and entertainment expenses for your income tax return. And if your card is lost or stolen, don't worry. You enjoy unlimited protection *at no cost to you* for any unauthorized charges over \$100. (Notify Diners Club *before* your card is fraudulently used, and you're protected against *all* liability.) Should you ever require additional protection against loss or theft of your Diners Club Card, or any other credit card, a low cost policy is available to you at a cost of less than a penny a day.

All the many privileges, benefits and services connected with a Diners Club Card are yours for just \$10 a year. *Mail the enclosed application today.* Check on it whether you're sending payment now or prefer to be billed. Supplementary cards for other members of your family or firm are \$5 each per year, if charged to your account. (\$1.00 fee for 12 month subscription to Signature, the Diners Club Magazine is optional.)

Shortly after receiving your Diners Club Card, you will be sent your genuine John F. Kennedy Half Dollar Key Ring. But your application must be received within the next ten days. Why not send it now, while you're thinking of it?

Cordially,



Alfred Bloomingdale
President

AB:m

P.S. If you are already a member, we would like to make this introductory offer of a Kennedy Half Dollar Key Ring to a friend of yours who is not. Therefore, we would appreciate it if you turned this letter over to someone else you know. Thank you.

USE SPACES BELOW FOR SUPPLEMENTARY CARD APPLICATIONS TO BE CHARGED TO COMPANY ACCOUNT

COMPANY NAME _____

ADDRESS _____

FULL NAME OF SUPPLEMENTARY CARD APPLICANT _____ TITLE _____

HOME ADDRESS _____ PHONE _____

APPLICANT'S SIGNATURE _____

FULL NAME OF SUPPLEMENTARY CARD APPLICANT _____ TITLE _____

HOME ADDRESS _____ PHONE _____

APPLICANT'S SIGNATURE _____

FULL NAME OF SUPPLEMENTARY CARD APPLICANT _____ TITLE _____

HOME ADDRESS _____ PHONE _____

APPLICANT'S SIGNATURE _____

FULL NAME OF SUPPLEMENTARY CARD APPLICANT _____ TITLE _____

HOME ADDRESS _____ PHONE _____

APPLICANT'S SIGNATURE _____

*On Company Account, two signatures required, applicant's and authorizing executive's.

AUTHORIZATION FOR COMPANY ACCOUNT _____

SIGNATURE OF EXECUTIVE

TITLE

(Card holder assumes joint and several responsibility with company applicant.)*

☐ \$5 ANNUAL FEE ENCLOSED FOR EACH APPLICANT

☐ BILL COMPANY

☐ Include 1 yr. subscription to Signature, the Diners Club Magazine for each applicant @ additional \$1 each.
(\$2 in Canada, Hawaii, Puerto Rico.)

☐ SEND MORE APPLICATIONS FOR ADDITIONAL SUPPLEMENTARY CARDS

Printed in U.S.A.

Answer all questions—type or print—Legal Zip Code must be included.

DINERS CLUB CREDIT CARD APPLICATION
10 Columbus Circle, New York, New York 10019

FOR OFFICE USE

FULL NAME _____

RES. ADDRESS _____
Street City State Zip Code

Phone _____ Rent Home _____ Own Home _____ Years at present address _____

PREVIOUS RESIDENCE ADDRESS _____
How Long _____

COMPANY NAME _____ Nature of Business _____

Address _____
Street City State Zip Code

Phone _____ Years with above firm _____ Position _____ Age _____

MY ANNUAL INCOME IS \$ _____ (include commissions). If outside income, _____

Indicate source and amount _____

NAME AND ADDRESS OF FORMER EMPLOYER (if present employment less than two years) _____

SPOUSE'S NAME _____ Annual Income _____ EMPLOYED BY _____ Yrs. _____

Address _____
Street City State Zip Code

OWN REAL ESTATE? Location _____ Equity \$ _____

NAME AND ADDRESS OF RELATIVE LIVING ELSEWHERE _____

PERSONAL REFERENCE AND ADDRESS _____ Reg. Checking ☐

BANK AND BRANCH ADDRESS _____ Spec. Checking ☐

BANK AND BRANCH ADDRESS _____ Savings ☐

CHARGE ACCOUNTS AT _____ Loan ☐

CHECK ONE ONLY

- ☐ COMPANY ACCOUNT
Bill sent to office address
☐ PERSONAL ACCOUNT
Bill sent to home address
☐ PERSONAL ACCOUNT
Bill sent to office address

Have you previously applied for, or held a Diners Club Card? _____
If addition to existing account, show number _____

\$11 FEE: ENCLOSED ☐ **BILL ME** ☐ covers 12 months' membership from date card is issued. (Incl. 1 year's subscription to Signature—the Diners Club Magazine at \$1. In Canada, Hawaii, Puerto Rico, at \$2, for a total of \$12. Subscription optional.)

Card holder assumes joint and several responsibility with company applicant.*

SIGNATURE OF INDIVIDUAL APPLICANT _____

AUTHORIZATION FOR COMPANY ACCOUNT _____
Signature of Executive Title

*On company account two signatures required.

- ☐ \$5 ANNUAL FEE ENCLOSED
☐ BILL ME
☐ Add \$1 for an additional 1 yr. subscription to Signature, the Diners Club Magazine. (\$2 in Canada, Hawaii, Puerto Rico.)

FOR SUPPLEMENTARY CARD TO BE CHARGED TO ABOVE PERSONAL ACCOUNT—FILL IN BELOW

FULL NAME OF SUPPLEMENTARY CARD APPLICANT _____ RELATION TO ABOVE MEMBER _____

ADDRESS _____ PHONE _____

SUPPLEMENTARY CARD APPLICANT'S SIGNATURE _____

FOR SUPPLEMENTARY CARDS ON COMPANY ACCOUNTS—SEE OTHER SIDE

BM-9

FIRST CLASS
PERMIT NO. 59348
NEW YORK, N. Y.

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY
IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY

DINERS CLUB

10 COLUMBUS CIRCLE

NEW YORK

NEW YORK 10019

